

## EXECUTIVE DEVELOPMENT PROGRAM

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**PUBLIC \$995 (FULL DAY); \$580 (HALF DAY)**  
**UD ALUMNI \$945 (FULL DAY); \$580 (HALF DAY)**  
**PARTNER \$870 (FULL DAY); \$580 (HALF DAY)**

# SWITCH: HOW TO CHANGE WHEN CHANGE IS HARD

Change is a constant in business. Leaders across the country have been called on to lead important changes. If they succeed, they'll be rewarded with...another change. There won't come a day when change is no longer important. And that's why leaders need a way of thinking about change that will guide them throughout their careers. They need a framework that shapes their thinking, regardless of the change being contemplated.

Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind. The rational mind wants to change something at work. The emotional mind loves the comfort of the existing routine. The tension can doom a change effort says Heath, but by uniting both minds, you can achieve dramatic results.

Heath will share a 3-part framework to help you make the changes that matter most to you. He brings together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can implement transformative change. Successful changes follow a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

## THIS PROGRAM WILL HELP EXECUTIVES:

- Understand how to apply the 3-part framework that will help create change.
- Practice eliminating "decision paralysis" by defining change in crisp, behavioral terms.
- Explore ways to "shrink the change" to reduce resistance, while inspiring change by leveraging the power of emotion.



**Dan Heath**

*Dan Heath is a Senior Fellow at Duke University's CASE center, which supports entrepreneurs who are fighting for social good. He is the co-author of Switch: How to Change Things When Change is Hard, which debuted at #1 on the NY Times and Wall Street Journal best seller list. The Heath brothers previously co-wrote the critically acclaimed book Made to Stick, which was named the Best Business Book of the Year and spent 24 months on the Business Week bestseller list. They will also be releasing their next book, Decisive, in March 2013.*

*Previously, Dan worked as a researcher and case writer for the Harvard Business School, co-authoring 10 case studies on entrepreneurial ventures, was a columnist for Fast Company Magazine and later served as a Consultant to the Policy Programs of the Aspen Institute. In 1997, Dan co-founded an innovative publishing company called Thinkwell, which continues to produce a radically reinvented line of college textbooks.*

*Dan has an MBA from Harvard Business School, and a BA from the Plan II Honors Program from the University of Texas at Austin. He has also taught and consulted with organizations such as Microsoft, Phillips, Vanguard, Macy's USAID, and the American Heart Association.*